

DIGITAL PRO PACKAGE

A package for modern, digital recruitment

Now more than ever, it is crucial to showcase online what makes your program unique and why international students should choose to study at your institution. This premium digital package is our most comprehensive cross-channel marketing solution with digital coverage that helps generate a higher return on investment with a customized campaign.

You'll receive continuous digital coverage including social media posts, email blasts, sponsored content, newsletter & marketing automation. Plus, we handle all the student follow-up and work on your behalf to nurture leads, serve as student advisors, and as your personal retargeting experts. The package includes:

- **1 English profile:** StudyUSA.com receives 27 million page views per year.
- **6 Translated profiles:** Studies show that students choose online content in their native languages, bypassing content and entry points in English altogether, so choose the translated languages best suited to your recruiting goals.
- **1 Live social session:** Connect with students live! Our events reached 5 million+ people last year.
- **2 Email blasts:** Send targeted information to our audience of 65,000 engaged students.
- **1 Tracked custom auto-responder:** Automatically respond to every student who show interest in your program. (No one gets left behind because you are too busy to respond.)
- **1 Email nurturing drip campaign:** Strike the perfect balance while keeping your students continuously engaged. Automatically send a series of specific emails over time, keeping your school or program front of mind.
- **6 Social media posts:** Engage with Study in the USA's 600K+ social media followers through targeted and custom campaigns.
- **2 Sponsored content:** Post a blog, article, and/or student interview — our blog is read by 100k+ international students per month
- **Annual digital retargeting campaign:** Remind your students of your school or program even after they leave your profile.
- **Digital display ads:** Build your brand and increase recognition on the most popular pages, which garner 500,000 impressions and attract visitors from 236 countries.
- **Bonus:** Dedicated account representative to answer any questions you might have.

*CRM integration and Smart dashboard also included.

Contact
our team
for more
information

